

Message Text

UNCLASSIFIED POSS DUPE

PAGE 01 FRANKF 05667 271005Z

43

ACTION COME-00

INFO OCT-01 EUR-12 ISO-00 EB-07 /020 W

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R 270919Z AUG 75

FM AMCONSUL FRANKFURT

TO SECSTATE WASHDC 1232

INFO AMEMBASSY BONN

USMISSION USBERLIN

AMCONSUL BREMEN

AMCONSUL DUSSELDORF

AMCONSUL HAMBURG

AMCONSUL STUTTGART

AMCONSUL MUNICH

UNCLAS FRANKFURT 5667

E.O. 11652: N/A

TAGS: BEXP, GW

SUBJECT: TRADE OPPORTUNITY: GERMAN AUTOMOTIVE DEALER SEEKS

U.S. - PRODUCED "LUXURY VANS"

1. GERHARD MELLER KG., 6200 WIESBADEN, GRILLPARZERSTRASSE 16, POSTFACH 3, A SIZEABLE DOMESTIC WHOLESALER AND IMPORTER OF AUTOMOTIVE EQUIPMENT INCLUDING AUTO AIR CONDITIONERS, IS INTERESTED IN IMPORTING U.S.-PRODUCED "FUN" VANS, INCLUDING THOSE FURNISHED WITH LUXURY INTERIOR FABRICS AND SLEEPING FACILITIES.

2. MUELLER'S SERIOUS INTEREST IN THESE VANS WAS SPARKED BY A NEWSPAPER ARTICLE DESCRIBING THE SUCCESS OF THESE VANS IN THE U.S. BUELLER BELIEVES GERMAN PROCLIVITY FOR TRAVEL, THE OUTDOORS, AND A FREER LIFE STYLE OFFER STRONG SALES POSSIBILITIES FOR THESE VEHICLES. THE POST ALSO BELIEVES SUBSTANTIAL SALES OPPORTUNITIES EXIST IN GERMANY FOR U.S. SUPPLIERS. HOWEVER, IN VIEW OF THE FAD-LIKE NATURE OF THE PRODUCT, U.S. SUPPLIERS SHOULD ACT QUICKLY.

3. COMMERCE IS REQUESTED TO CONTACT APPROPRIATE U.S. SUPPLIERS AND URGE THEM TO REPLY DIRECTLY TO THE ADDRESS

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IN PARAGRAPH ONE. LEHMANN

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NNN

Message Attributes

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Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
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Executive Order: N/A
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Handling Restrictions: n/a
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